

F.7.2 (Policy) Student Automated Messaging

Responsible Department: Vice Chancellor for Student Success

Board Adoption: 5-16-17

Last Board Action:

The Alamo Colleges District's internet-based email is the official electronic method for communication between the colleges and students. Additionally, outbound automated phone calls and short message service (SMS) text messaging sent over a landline, cell phone or through a web-based interface to students may be used periodically as a supplemental form of communication reserved for critical and/or time sensitive information. Discretion should be applied to ensure limited use of outbound automated phone calls and text messaging to / from students with whom the college representative is in direct, personal contact on a regular basis. In order to ensure all students have access to the information, outbound automated phone calls and text messaging may not be used as a sole means of communicating an essential message or announcement.

Emails, automated phone calls and SMS text messaging may not be used for unlawful activities and all users are expected to comply with [Appropriate Computer Usage](#) policies of the Alamo Colleges District (C.1.9). All communications must comply with the College District's [Equal Education and Employment Opportunities Policy](#) at H.1.1 and [Civil Rights Discrimination, Harassment and Retaliation Policy](#) at H.1.2, as well as the Student Code of Conduct at [F.4.2](#) and [F.4.2.1](#).

Definition

For the purposes of this policy, two definitions and uses of text messaging apply. Mass text messages are defined as texts sent to a predetermined group of persons to provide critical information that impacts safety, enrollment and completion. Text messaging may also be utilized as a targeted message to an individual student that is time sensitive in nature.

Automated phone calls are calls made through a targeted voice campaign that delivers pre-recorded phone messages to both individuals and answering machines. As with text messaging, the automated messages are sent to a predetermined group of persons to provide critical information that impacts safety, enrollment and completion.

Consent

In compliance with the [Telephone Consumer Protection Act \(TCPA\)](#), the Alamo Colleges District reserves the right to lawfully send automated phone calls and texts from the Alamo Colleges District, its agents and contractors to student landlines or wireless phones pursuant to an "emergency purpose" exception, with or without prior express consent. For non-emergency communications, students may opt-in / opt-out at any time to receive educational automated phone calls and text messages. Subscribing to this service is not required to apply, gain admission or register at an Alamo College.

Related policy:

[F.7.1 \(Policy\) Student Email Account an Official Mode of Communication](#)

[C.1.9 \(Policy\) Appropriate Use of Information Technology Resources](#)